



# Understanding Display and Marketing Automation Accurately Measuring Your Display Advertising

Post-View Conversion Report #FTW

The leading industry event by digital marketers for digital marketers

# Rodrigo Fuentes

Founder & CEO

Listenloop



Engineer



IP Lawyer



Entrepreneur

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**“Half the money I spend  
on advertising is wasted;  
the trouble is  
I don't know which half.”**

John Wanamaker

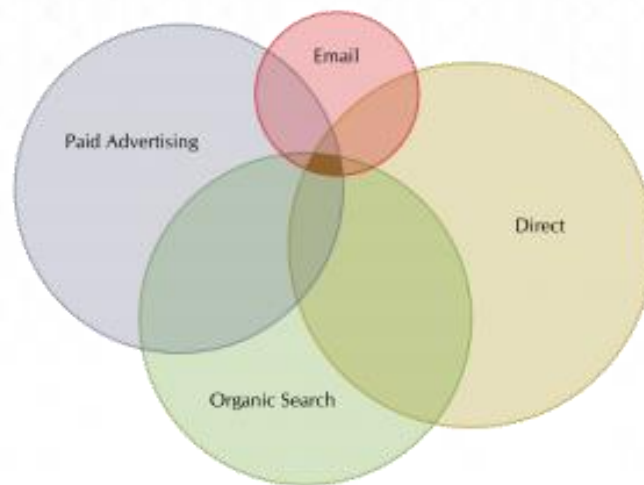


# Have we solved this problem?

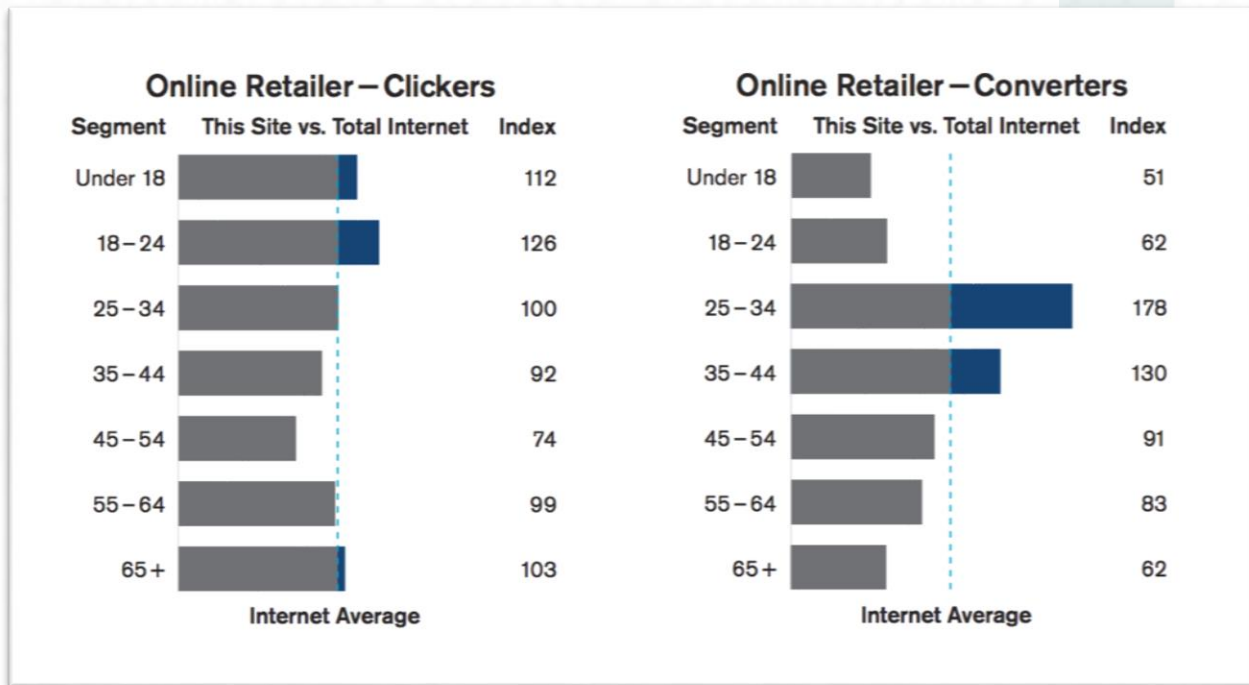
First-Click

Last-Click

Multi-Click



“Clickers  
aren’t  
buyers,  
and buyers  
aren’t  
clickers.”



*Display Ad Clickers Are Not Your Customers, Konrad Feldman, Quantcast Whitepaper 2012*

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What about  
**long, considered**  
purchase cycles?

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# Post-View Conversion Report #FTW

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Measuring impact of display advertising  
**even where prospects do not click** on ads.

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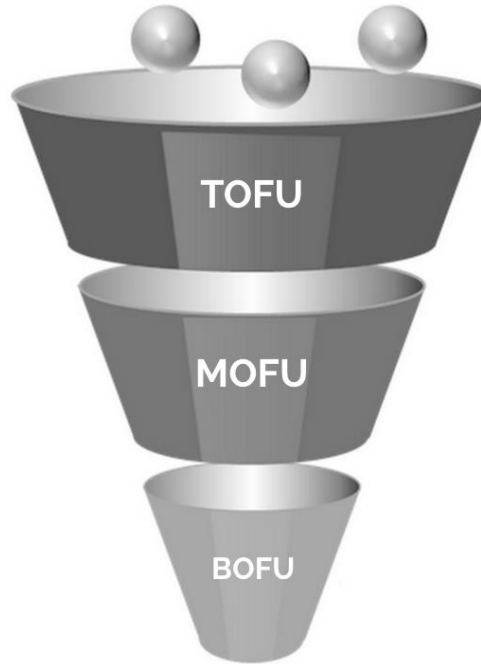
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WITH ADS

696

228

192



WITHOUT ADS

617

184

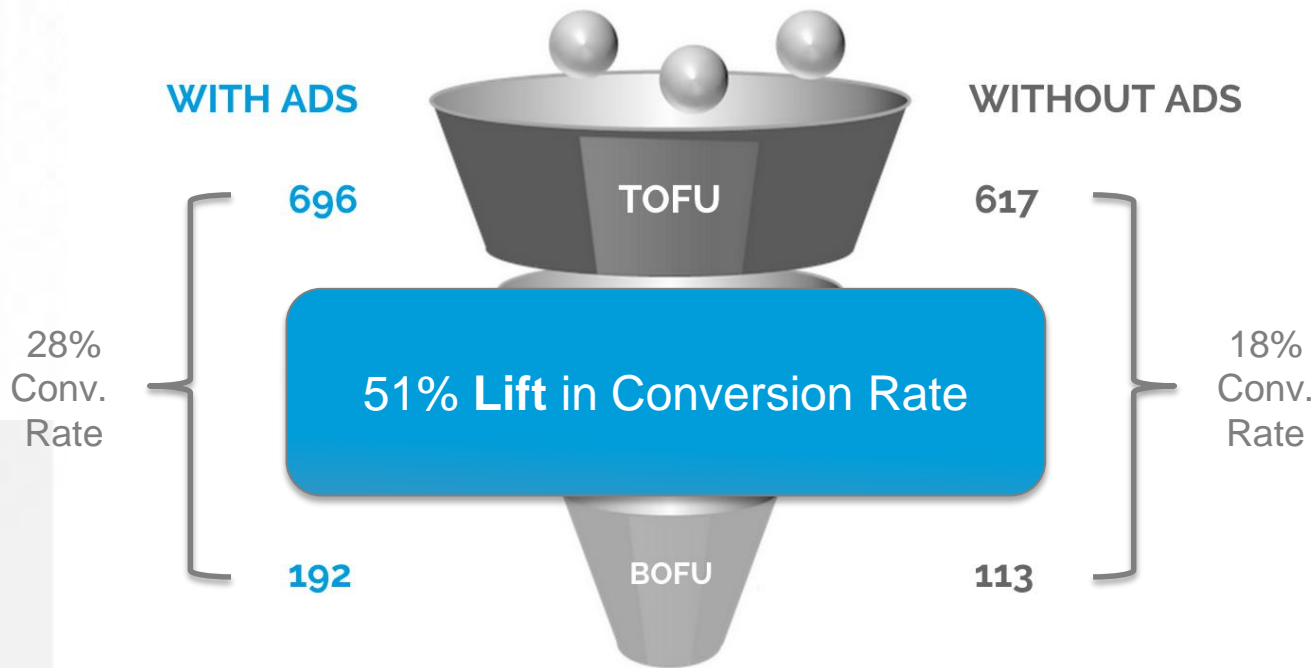
113

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# DIY Project

## Break Out the Spreadsheets



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	<b>Funnel Impact, Cohort Analysis</b>	
	<b>Cohort A (ads)</b>	<b>Cohort B (no ads)</b>
Visitor	6680	9503
TOFU	1593	2086
MOFU	453	439
BOFU	221	207
Win	72	61
Visitor to Win Ratio	1.08%	0.64%
Visitor to Win Ratio Lift	68%	

Google's shift towards 100% secure search is the single biggest change in SEO since the introduction of page rank and backlinks. With Secure Search, the metrics and methodology SEO practitioners have been using have dramatically changed, leading to an overnight paradigm shift. For search marketers, adapting to this revolutionary change is no longer an option, it's a necessity. We have put together this whitepaper in order to cut the confusion and to help marketers adapt to Secure Search SEO.

The whitepaper consists of the following:

- Secure Search Manifesto – the 5 tenets of Secure Search
- A new methodology to win in the world of Secure Search
- BrightEdge's comprehensive solution to Secure Search

Add *unique\_id*  
to your forms



## Download Your Copy



Download Report

Elements Network Sources Timeline Profiles Resources Audits Console

```
><div class="form-item webform-component webform-component--geotarget" style="display: none">...</div>
><div class="form-item webform-component webform-component--offer" style="display: none">...</div>
><div class="form-item webform-component webform-component--lp" style="display: none">...</div>
><div class="form-item webform-component webform-component--listenloop-id" style="display: none">
  <input type="hidden" name="submitted[listenloop_id]" value="62265361">
</div>
><div class="form-item webform-component webform-component--listenloop-link" style="display: none">...</div>
  <input type="hidden" name="details[sid]">
  <input type="hidden" name="details[page_num]" value="1">
  <input type="hidden" name="details[page_count]" value="1">
```

html body #page #main #content article div div div div #webform-client-form-916 div div Input

listenloop\_id"

1 of 2

Cancel

Styles Computed »

```
element.style {
}

secure-search-whitepaper
media="all"
css _iRTSckpnSp_iTF65xRQ.css:2
button, input {
  line-height: normal;
}

secure-search-whitepaper
Find in Styles
```

Export data,  
including  
**unique\_id**  
and  
**impressions**

	Y	Z	AB	AD	AF
1	location	visitor_id	fingerprint	sum_impressions	sum_clicks
2	Kingston Kingston(01) Ja	45532353	162564812	24	0
3	Cobham England(ENG) U	46374851	1363875908	0	0
4	PanÃ evo Autonomna	46379814	336006508	3	0
5	Lancaster Pennsylvania(	46379944	222092200	211	0
6	Saint Joseph Michigan(M	46380053	273740281	0	0
7	Boynton Beach Florida(F	46380459	25550718	0	0
8	Worcester Pennsylvania	46380572	1121892730	0	0
9	Mystic Connecticut(CT)	46380827	1776303730	0	0
10		46380835	374316196	0	0
11	Tampa Florida(FL) Unite	46381052	236239641	0	0
12	Atlanta Georgia(GA) Uni	46381467	255955405	0	0
13	Schaumburg Illinois(IL) U	46381478	355321148	8	0
14	Atlanta Georgia(GA) Uni	46381479	276487279	232	0
15	Dalton Georgia(GA) Uni	46381495	219218449	0	0
16	San JosÃ© Provincia de	46381781	404387623	98	0
17	Houston Texas(TX) Unite	46381792	226946704	172	0
18	Redwood City California	46381983	230610844	388	1
19	Gurnee Illinois(IL) Unite	46382202	736255540	0	0

Export CRM data,  
including  
**lead status**  
and other fields

C	D	E
COMPANY	ID	STATUS
Moneytree, Inc.	00Q4000000pW5hKEAS	Open - Telesales
Xerox Corporation	00Q4000000avLybEAE	Open - Telesales
Xerox Corporation	00Q4000000avLyfEAE	Open - Telesales
Eaton Corporation	00Q4000000rASE1EAO	Unqualified
Citizens Property Insur	00Q4000000pW2J1EAK	Open - Telesales
American Family Insura	00Q4000000rbXwgEAE	Open - Telesales
Genuine Parts Compan	00Q4000000ZOHLvEAL	Unqualified
Kroger	00Q4000000awR6yEAE	Open - Telesales
Iberdrola USA	00Q4000000bzCksEAE	Unqualified
Northern Trust Corpora	00Q4000000rbXzNEAU	Open - Telesales
Express Scripts, Inc.	00Q4000000rbXWgEAM	Open - Sales
Health Care Service Co	00Q4000000ZxkrwEAB	Unqualified
American Family Insura	00Q4000000mVm94EAC	Unqualified
Carnival Corporation	00Q4000000pW2IPEAO	Open - Sales
American Family Insura	00Q4000000O5ZI4EAN	Open - Telesales
Express Scripts, Inc.	00Q4000000mVm1SEAS	Contacted - Telesales
Royal Caribbean Cruise	00Q4000000ZxnMREAZ	Unqualified
24 Hour Fitness	00Q4000000ZzQiTEAV	Open - Telesales
Embraer Aircraft Holdi	00Q4000000fanVdEAI	Open - Telesales
Coalfire Systems, Inc.	00Q4000000eVHqLEAW	Open - Telesales
SFDC_Opportunity	Pardot_Prospect	LeadStatuses +

# Unify ad and CRM data with *VLOOKUP* formula

```
=IF(ISERROR(VLOOKUP(Visitor_id_For_This_Row, SFDC_Contact!A:CC,  
Nth_Column, FALSE)), "", VLOOKUP(Visitor_id_For_This_Row,  
SFDC_Contact!A:CC, Nth_Column, FALSE))
```

	Y	Z	AB	AD	AF
1	location	visitor_id	fingerprint	sum_impress	sum_clicks
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5	Lancaster Pennsylvania	46379944	22209220	211	0
6	Saint Joseph Michigan(M	46380053	273740281	0	0
7	Boynton Beach Florida(f	46380459	2555071	0	0
8	Worcester Pennsylvania	46380572	112189273	0	0
9	Mystic Connecticut(CT)	46380827	177630373	0	0
10		46380835	374316196	0	0
11	Tampa Florida(FL) Unite	46381052	236239641	0	0
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Eaton Corporation	00Q4000000rASE1EAO	Unqualified
Citizens Property Insur	00Q4000000pW2J1EAK	Open - Telesales
American Family Insur	00Q4000000rbXwgEAE	Open - Telesales
Genuine Parts Compan	00Q40000002OhLvEAL	Unqualified
Kroger	00Q4000000awR6yEAE	Open - Telesales
Iberdrola USA	00Q4000000bzCksEAE	Unqualified
Northern Trust Corpor	00Q4000000rbXwNEAU	Open - Telesales
Express Scripts, Inc.	00Q4000000rbXwGEAM	Open - Sales
Health Care Service Co	00Q40000002xkrwEAB	Unqualified
American Family Insur	00Q4000000mVm94EAC	Unqualified
Carnival Corporation	00Q4000000pW2IPEAO	Open - Sales
American Family Insur	00Q400000005Z14EAN	Open - Telesales
Express Scripts, Inc.	00Q4000000mVm1SEAS	Contacted - Telesales
Royal Caribbean Cruise	00Q40000000xmMREAZ	Unqualified
24 Hour Fitness	00Q40000002zQITEAV	Open - Telesales
Embraer Aircraft Holdi	00Q4000000fanVdEAI	Open - Telesales
Coalfire Systems, Inc.	00Q4000000evHqLEAW	Open - Telesales
SFDC_Opportunity	Pardot_Prospect	LeadStatuses +

=SUMIF(Mapping\_Column, "Win", Cohort\_A)

Funnel Impact, Cohort Analysis		
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SFDC Statuses	Mapping	Cohort A	Cohort B
Open - Telesales	TOFU	86	133
Unqualified	TOFU	7	7
Open - Sales	MOFU	5	8
Contacted - Telesales	TOFU	16	11
Bad contact	TOFU	3	3
Unresponsive - Sales	MOFU	0	2
Competitor Installed	TOFU	0	0
Contacted - Sales	MOFU	14	11
Analyst	TOFU	0	0
Customer	TOFU	0	2
Assigned to partner	TOFU	1	8

Map CRM statuses to  
funnel stages

# Calculate conv. rates and percent change

	Funnel Impact, Cohort Analysis			
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Win	72		61	
Visitor to Win Ratio	1.08%		0.64%	
Visitor to Win Ratio Lift	68%		1.08% - 0.64%	

# Practical Takeaways

- The impact of display advertising goes beyond clicks
- Measure that impact using post-view conversion reports
- You can do this with simple analytics and spreadsheets
- Enlist support from your development team

# Bonus

Repeat this analysis to calculate impact on sales velocity

	Sales Velocity, Cohort Analysis	
	Cohort A (ads)	Cohort B (no ads)
Average Deal Size	\$ 33,196	\$ 29,331
Avg. Opp Cycle (days)	193	203
Sales Velocity (\$/day)	\$ 22,876	\$ 15,009
Sales Velocity Lift	52%	